CLAIMS

1.   A method for serving an image from a server to a client, comprising the steps of:

specifying a set of one or more bitmap

5   characteristics for an image transfer, at least one of the bitmap characteristics including a number of bits per pixel;

responsive to a client request, generating a version of the image that conforms to the specified bitmap

10   characteristic; and

serving the version of the image back to the client.

2.   The method as described in Claim 1 wherein the set of bitmap characteristics includes a bitmap compression format.

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3.   The method as described in Claim 3 wherein the step of generating the version of the image includes processing the image according to the specified bitmap compression format.

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4.   The method as described in Claim 2 wherein the bitmap compression format is lossy.

5.   The method as described in Claim 2 wherein the

25   bitmap compression format is non-lossy.

6.   The method as described in Claim 1 wherein the step of specifying the set of bitmap characteristics include setting a graphic control.

5   7.   The method as described in Claim 1 wherein the graphic control is a slider having first and second positions and a plurality of intermediate positions.

8.   The method as described in Claim 7 wherein the
10   first position selects a subset of bitmap characteristics for a fastest download and lowest quality version of the image.

9.   The method as described in Claim 7 wherein the
15   second position selects a subset of bitmap characteristics for a slowest download and highest quality version of the image.

10. A method for serving an image from a server to a client, comprising the steps of:

storing an image at the server;

at the client, specifying a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristics including a number of bits per pixel;

at the server, responsive to a client request that includes data identifying a specified bitmap characteristic, generating a version of the image that conforms to the specified bitmap characteristic; and

serving the version of the image back to the client.

11. The method as described in Claim 10 wherein the client is a computer having a browser for issuing the client request.

12. The method as described in Claim 10 wherein the bitmap characteristics include a bitmap compression format.

13. The method as described in Claim 10 wherein the bitmap characteristics include a number of dots per inch on a printer associated with the client.

14. The method as described in Claim 10 wherein the image is stored at the server in a high resolution format.

15. A method for serving a web page having an image, comprising the steps of:

at a web server, receiving a request for the web page; and

5   parsing the request to identify given data identifying a requested bitmap characteristic;

if the request includes the given data, generating a version of the image that conforms with the requested bitmap characteristic; and

10   serving the web page with the version of the image.

16. The method as described in Claim 15 wherein the requested bitmap characteristic is a number of bits per pixel.

15   17. The method as described in Claim 15 wherein the requested bitmap characteristic is a number of bits per pixel and a given bitmap compression technique.

18. A computer program product in a computer-readable medium for serving bitmap-adjusted images to a plurality of web clients, comprising:

code executable at a given web client for enabling a

5 user to specify a bitmap characteristic;

means operative upon receipt of a given request from a web client for parsing the given request to determine whether the user has specified a bitmap characteristic;

means responsive to a positive determination for

10 generating a bitmap-adjusted version of the image; and

means for serving the bitmap-adjusted version of the image in response to the given request.

19. The computer program product as described in

15 Claim 18 wherein the bitmap characteristic is a number of bits per pixel.

20. The computer program product as described in Claim 18 wherein the code executable on the given web

20 client is an applet.

21. The computer program product as described in Claim 18 wherein the means for parsing includes a manager routine and a set of client response routines, wherein a

given client response routine is launched by the manager

upon receipt by the manager of a given client request.

   22. The computer program product as described in

5 Claim **18** wherein the means for generating includes an

image processor.

   23. The computer program product as described in

Claim **22** wherein the image processor includes means for

10 processing the image according to a given bitmap

compression technique.

24. A server operative in a computer network,

comprising:

at least one image stored in a high resolution

format;

5   an applet deliverable to a given web client for

execution on the web client by a user to generate given

data, the given data identifying a number of bits per

pixel;

code responsive to receipt of a given request for

10   the image for parsing the given request to identify the

given data; and

code responsive to the identification for generating

a version of the image having a reduced number of bits

per pixel.

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25. The server as described in Claim 24 further

including code for serving the version of the image

having the reduced number of bits per pixel.

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26. A computer program product electronically
deliverable to a web client for execution in a browser
virtual machine, comprising:

code for generating a user dialog including a master
5   graphic control, the master graphic control having at
least first and second positions and a plurality of
intermediate positions; and

code responsive to placement of the control at the
first position for generating a set of bitmap
10   characteristics for a fastest download and lowest quality
version of an image; and

code responsive to placement of the control at the
second position for generating a set of bitmap
characteristics for a slowest download and highest
15   quality version of the image.

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